

### WHY HAVE A WEBSITE?

-Efficiently and effectively communicate with your congregations and community

-The "new front door" of your church



## FACEBOOK (EXISTING MEMBERS)

- -Current events
- -Worship times & location
- -Weekly sermons
- -Photo albums
- -Meeting notices
- -Newsletter
- -Donations

## WEBSITE (REACHING NEW MEMBERS)

- -About; theology, staff, history
- -Worship times & location
- -Weekly sermons
- -Welcoming new people
- -Donations
- -Maybe add a member's area...

## **PROBLEMS**

### DESIGN

"Our website is outdated, cluttered, content is hard to find, site is difficult to update."

### **COSTS**

"We can't afford to update our site with a professional. And we don't have a person on staff to do it."

### **CULTURE**

"We have a volunteer, but that person won't take suggestions and the site is inaccessible for others to update."

### CONTENT

"What are the essentials we need on our website, what should the menu have, how do we add video and donations to our page?"

### **TIPS**

"We want our site to be appealing to attract prospective members and clergy."

## **ASK YOURSELF**

HOW DOES YOUR CHURCH COMMUNICATE?

WHAT DO YOU COMMUNICATE?

WHO IS YOUR AUDIENCE?

WHAT IS THE BEST WAY TO REACH THAT AUDIENCE?

WHAT ARE YOUR GOALS?

WHAT IS YOUR STYLE?

Who is responsible for the communication?

-Voice of your church

-Overall experience

-Not just a tech

Who makes the final decisions as to what goes on your website?

### **ESSENTIALS**

### HOME PAGE

- -Address, phone, email and a contact form
- -Service times and days
- -Link to watch sermon video, or link to livestream
- -Donation button or redirect to page

## MENU (Get redundant! Repeat information!)

- -ABOUT
- -SERMONS (Link to youtube)
- -GIVE
- -STAFF
- -I'M NEW/WHAT TO EXPECT
  - -Service times and days
  - -How long is worship
  - -Where to park
  - -Handicap accessible
  - -What entrance to go in
  - -Dress code
  - -What's next?

## CONTENT



### SUPPORT PAGES

(IF YOU CAN KEEP THEM CURRENT)

- -GET INVOLVED
- -MINISTRY PAGE
- -EVENTS
- -GALLERY
- -PASTOR'S BLOG (MUST BE CURRENT)

# CONTENT



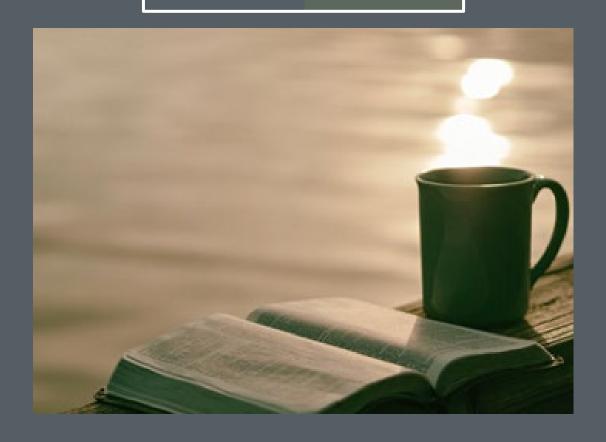
## CONTENT



### **PHOTOGRAPHY**

- -Better content
- -Better quality (higher resolution)
- -Capture the moment
- -Encourage others to take photos
- -Ask for photos after an event
- -Create a photo library on google drive that others can upload and access
- \*always be sure to get written permission from parents before sharing photos of children

# CONTENT



STOCK PHOTOGRAPHY

www.unsplash.com

www.freeimages.com

### HOSTING AND DESIGN

WIX www.wix.com
Free trial with ads
Hosting estimate \$20/mo
- Automatic woh

- -Automatic web creator "Wix ADI"
- -Mobile specific design
- -Data limitations

### **SQUARESPACE**

www.squarespace.com

Free trial 14 days

Hosting estimate \$22/mo

- -Add-ons and templates to build yourself
  - -Unlimited storage
  - -Not as user friendly
- -Great customer support

### WEEBLY

www.weebly.com

Free trial with ads

Hosting estimate \$12/mo

- -Drag and drop builder
  - -Low time commitment
- -Content restrictions

### POST CO.

https://501websites.com/

Wordpress all-in-one design and build by a professional

1<sup>st</sup> year: \$500 to \$750

Estimate: \$150/year

-Wordpress training

-Support

## WEBSITE BASICS

## Questions & Follow-up

-A RECORDING OF THIS WORKSHOP WILL BE AVAILABLE ON THE EDOMI WEBSITE NEXT WEEK, A LINK WILL BE EMAILED TO PARTICIPANTS

-THIS PPT WILL BE AVAILABLE AS A LINK ON THE EDOMI WEBSITE

-FOR QUESTIONS, CONTACT ADRIENNE TRUPIANO
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